



EDUCATION AND OUTREACH
TO INCREASE
WASTE DIVERSION AND RECYCLING

City of Middletown
Kim O'Rourke, Recycling Coordinator





Recycle clean, dry plastic bags and film packaging



how2recycle.info

Look for this label on film products like these:



Air Pillows



Grocery & Retail Bags
labeled #2 (HDPE) or #4 (LLDPE)
Tip: Store in plastic bag until next trip to the store



Case Wrap



Newspaper Bags



Bread Bags
(with crumbs shaken out)



Produce Bags



Food Storage Bags



Napkin, Paper Towel, Bathroom Tissue and Diaper Wrap Packaging

plasticfilmrecycling.org

Voluntary Retail Program



www.plasticfilmrecycling.org



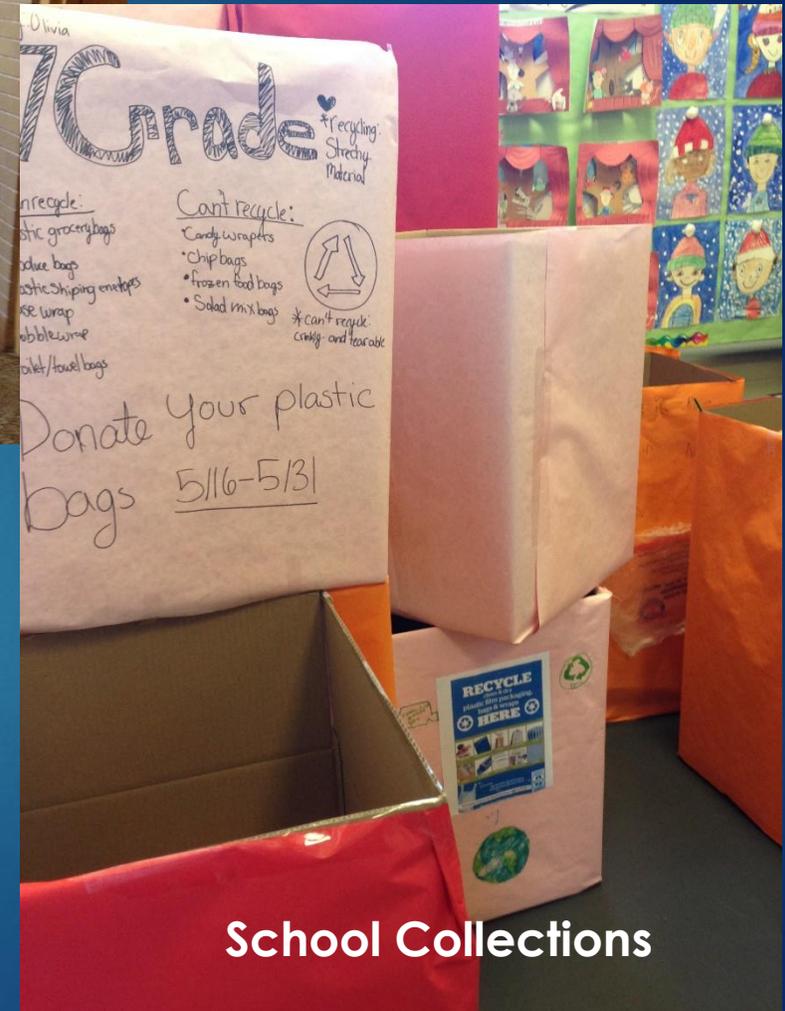
Collection at events



Collection at City Hall



Wesleyan Collections



School Collections

**Middletown's
Bring Your Own
Bag ordinance
will take effect
OCTOBER 1, 2019**



- Public Presentations
- Outreach tables
- Bag Giveaways
- Bill inserts
- Social Media
- Press Releases
- Signs at businesses

Food Waste Diversion



Compost Bin Sales

The Earth Machine is Coming!
Compost Bin and Rain Barrel Sale 



ONLY
\$54.95

The Earth Machine
Up to 30% of all household waste can be composted right in your back yard with the EARTH MACHINE™. Use natural compost for a healthy lawn and garden.

- 80 gallon capacity, lightweight and easy to assemble
- Adjustable ventilation
- Made with 50% recycled plastic
- Twist locking pest-resistant lid
- Oil seal, wet level door for easy harvesting
- 10 year warranty



ONLY
\$69.00

System Rain Barrel
Rain water, free from chemicals, is an excellent water source for lawns, plants, and gardens. Using a rain barrel conserves municipal water and cuts household water bills by up to 60%.

- 55 Gallon capacity
- Conserves municipal water
- Unique shape and neutral color
- Made of up to 50% recycled materials
- Easily accommodates existing downspouts

Two pick up Locations:
Veteran's Park, Walnut Grove Road, Middletown
Tractor Supply, 401 Middlesex Trpk, Old Saybrook

Date: Saturday, Sept. 28, 2019
Time: 9:00 AM to 11:00 AM
1:00 PM to 3:00 PM

Order Yours Today at <https://rivercogcompostersale.ecwid.com/>
Residents and non-residents are welcome to order* For more information: 860-558-0552 or kim.oreau@rivercog.com



Composting Workshops

Drop off at Transfer Station



Curbside Collection for Restaurants



Food Rescue

Stickers for Recycling Carts

RECYCLE



The sticker is shaped like a recycling bin with a dark blue background. It features a central recycling symbol. Various items are shown in different sections, each with a label and a list of examples. A green circle on the left contains the text 'NOT SURE? PUT IN TRASH', and a green circle on the right contains 'EMPTY OR WIPE OUT LEAVE LIDS ON'. At the bottom, there is a website link and the 'RecycleCT' logo.

METAL
Food & Drink Cans, Foil & Pie Plates, & Food Aerosol Cans

PLASTIC CONTAINERS
Bottles, Cups, & Containers

CARTONS
Milk, Juice, & Soup

PAPER
Office Paper, Newspaper, Magazines, Cardboard, & Clean or Greasy Pizza Boxes

GLASS
Bottles & Jars

NOT SURE? PUT IN TRASH

EMPTY OR WIPE OUT LEAVE LIDS ON

Don't see what you're looking for?
Go to RecycleCT.com

RecycleCT

TRASH



The sticker is shaped like a trash bin with a white background. It features a central trash can icon. Various items are shown in different sections, each with a label and a list of examples. A green circle on the left contains the text 'NOT SURE? PUT IN TRASH', and a green circle on the right contains 'RECYCLE CLEAN BAGS AT GROCERY STORE'. At the bottom, there is a website link and the 'RecycleCT' logo.

WRAPPERS
Candy & Food

SOME PAPER
Napkins, Tissues, Towels, & Shipping Packages

PLASTIC BAGS
Shopping & Zip Lock

FOOD PACKAGING & STYROFOAM®
Spoons, Forks, Knives, Straws, Black Plastic, Bottle Caps, Takeout Containers, Plates, Trays, & Cups

NOT SURE? PUT IN TRASH

RECYCLE CLEAN BAGS AT GROCERY STORE

Don't see what you're looking for?
Go to RecycleCT.com

RecycleCT





How to Increase Recycling

- More stable funding and resources
- Voluntary vs. Mandatory programs
- EPR
- Enforcement
- Better communication between haulers, customers, towns
- More effective communication to generators
- Food Waste
- School Programs
- Financial Incentives



Kim O'Rourke, Middletown
Recycling Coordinator
Kim.orourke@middletownct.gov
860-638-4855